



trillage

BRAND GUIDELINES +
CONTENT & SOCIAL MEDIA
STRATEGY

HOWDY!

This document serves as the guide for Trillage's identity and voice, articulating who we are and how we present ourselves to the world. It outlines our brand guidelines, detailing our visual and verbal language - from the colors and fonts that define our aesthetic to the tone and values that shape our communication. Accompanying this is our content and social media strategy. It's a comprehensive overview of our current standing and a roadmap to where we aim to be. It's a blueprint for building meaningful relationships and delivering consistent, impactful messages that resonate with our audience and uphold our mission.

Table of Contents

Brand Guidelines

Section 1: Defining our Brand

Who We Are	6
Brand Values	7
Persona & Personality	8
Voice & Tone	9

Section 2: Design Elements

Logo	11
Typography	15
Colors	16
Photography	17

Content & Social Media Strategy

Executive Summary	20
Objectives, Goals & Metrics	21
Target Audience	22
Competitors	25
SWOT Analysis	29
Content Pillars	30
Resources	32
Next Steps	33

BRAND GUIDELINES



Defining Our Brand

SECTION 1



Who We Are

Trillage is an innovative platform where PTAs unlock sustainable fundraising avenues, businesses tap into a network of engaged local customers, and community members enjoy exclusive benefits while contributing to the betterment of education.

Our Mission: Empower communities and create a collaborative ecosystem that bridges schools, local businesses, and community members to enable a unified approach to funding and enhancing opportunities for children in every community.

Our Vision: Our vision is to become the leading platform for educational support, where the collective power of PTAs, local businesses, and community members can be harnessed to provide unparalleled educational opportunities for all children

Our Brand Values

Community Empowerment

Invested, Empowering, Supportive

Our brand is a promise to strengthen the educational fabric of neighborhoods, creating strong collaborations between every member of the community.

Innovation for Education

Earnestness, Forward-Thinking, Creative

Our brand stands for a future where fundraising and community engagement are not just easier, but smarter and more impactful, making educational support accessible to everyone.

Sustainability in Action

Perspective-ness, Reliable, Resilient, Conscientious

Our brand pledges to be the architect of solutions that not only serve the present but pave the way for enduring support and progress for PTAs, local businesses and community members.

Collaborative Partnerships

Neighborly, Nurturing, Engaging

Our brand is fostering collaborative synergy, symbolizing mutual commitments to improving education and community wellbeing.

Transparency and Integrity

Sincere, Forthright, Trustworthy, Open

Our brand is a testament to the trust we build, ensuring every action and decision made comes from a sincere place, moral fortitude, and the highest ethical standard.

Inclusive Growth

Accessibility, Collective Prosperity

Our brand is ensuring mutual benefits that reach all corners of the community, and stands for a world where growth is shared. *A rising tide lifts all boats.*

Persona & Personality

Everything we do is sincere, enthusiastic, supportive, and humble.

We're parents, PTA members, business owners, and community members.

At Trillage, we believe in acting as the ideal partner in the quest for educational enrichment and community empowerment. Our approach is grounded in respect, understanding, and a genuine desire to make a meaningful impact. We communicate with clarity, warmth, and sincerity, aiming to embody the essence of individual efforts converging to weave a stronger community fabric.

Our brand represents the best of what we bring to the table as collaborators and innovators - smart, humble, hardworking, and always looking forward. We stand firmly against complacency and refuse to only do the bare minimum.

In every interaction, Trillage aspires to be that ideal partner: knowledgeable yet approachable, always respectful, and tirelessly working towards a shared vision of inclusive and sustainable growth. Our outward-facing brand mirrors our internal culture, placing the aspirations and needs of our communities at the center of everything we do, ensuring that every child, educator, business owner, and community member feels valued and supported in their journey towards a better future.

Voice & Tone

Invested

Our voice echoes our deep commitment to nurturing community strength. It's a reflection of our dedication to not just support but actively enhance the fabric of local connections, amplifying the voices and contributions of each member.

Earnest

With a tone that's as sincere as it is visionary, our messaging is infused with a passion for innovation. We communicate with a zeal that underscores our dedication to bringing transformative ideas to life, for the betterment of education and community engagement.

Neighborly

Our communication style is friendly and engaging, fostering a sense of camaraderie and cooperation. We speak as a trusted neighbor would, valuing each partnership and community link as an integral part of our collective success.

Sincere

Steadfast honesty and clarity define our voice. In every interaction and operation, we uphold the highest standards of integrity, ensuring our words and actions are always transparent and true to our mission.

Design Elements



Section 2

Our Logo



trillage

The Trillage logo is meticulously designed to encapsulate the essence of our platform - unity, abundance, and community. At its heart lies the bee, a symbol renowned for bravery, industriousness, and harmony, mirroring the collaborative spirit we embody. Each aspect of the bee's life, from its diligent work ethic to its role in sustaining life, parallels the communal and supportive ecosystem Trillage aspires to cultivate.

The hexagon, a core element drawn from the honeycomb, is more than just a nod to the bee's habitat; it signifies the strength and interconnectedness of the communities we serve - schools, local businesses, and the broader community, all of which are the cornerstones of our service model.

The color gradient from blue to purple to pink isn't just aesthetically pleasing; it holds deeper meaning. Blue reflects the trust and security we offer, purple the creativity we foster, and pink the compassion and boldness that Trillage stands for. These hues on a stark black background aren't by chance. Black conveys authority and paves a bold path forward, suggesting that Trillage is not just part of the community but leading the way with innovation and brightness.

In essence, the logo isn't just a brand mark; it's a representation of our identity and our mission, capturing the dynamism and vibrancy of the Trillage ecosystem.

Primary Logo

Our horizontal logo with the gradient-colored icon and black typeface is our primary logo.

Avoid using logos with color on photographs unless the logo sits on a black or white area of the image.

In cases where legibility is an issue, we have alternative options available for use.



trillage



trillage



trillage



trillage

Secondary Logo

The gradient-colored icon is our secondary logo. It's only used in a limited capacity - specifically in only native-to-Trillage uses

Avoid using logos with color on photographs unless the logo sits on a black or white area of the image.

In cases where legibility is an issue, we have alternative options available for use in approved colors.



Logo Do's & Don'ts

Do use our logo in horizontal format.

Do ensure the logo is at an appropriate size, easily identifiable, and in an approved lockup.

Do make sure the logo is incorporated on all assets that appear in places and spaces that aren't obviously Trillage.

Don't alter the logo, including squeezing, stretching, changing colors, rotating or changing typeface.

Don't use the logo on images that don't represent our brand.

Don't use our old logo. 🙄



trillage



Typography

Primary Font

Nunito Sans

Nunito Sans is our primary typeface. Nunito Sans is known for its friendly and approachable character, and portrays a modern, clean, and user-friendly impression. Its well-rounded letters and balanced proportions convey a sense of reliability and warmth.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()<>?.,-{}[]

Secondary Font

Inter

Inter is our secondary typeface. Inter is a highly legible and neutral typeface designed for computer screens, making it ideal for clarity and functionality. Its crisp lines and open shapes give off an efficient, professional vibe that's perfect for digital interfaces.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()<>?.,-{}[]

Colors

Sky Blue: This vibrant sky blue represents Trillage's openness and sincerity. It's reminiscent of clear skies and open possibilities, encouraging a sense of trust and communication that aligns with our brand's value of transparency, trust and the security we offer.

Soft Purple: Soft purple signifies creativity and wisdom. It reflects Trillage's commitment to innovation and education, speaking to our forward-thinking approach and the creative strategies we employ to foster community empowerment.

Bright Magenta: Bright magenta is all about compassion and boldness. It stands out and draws attention, mirroring Trillage's passionate and supportive personality, as well as our dedication to inclusive growth that reaches every corner of the community.

Deep Charcoal: Deep charcoal provides a solid and grounded foundation, representing the reliability and resilience of Trillage. It's a nod to our integrity and the strong base of support we offer to local businesses, schools/PTAs, and community members.



Photography Mission Statement

Our mission at Trillage is to capture the essence of community empowerment, innovation, and the journey towards a brighter future through our photography. Our imagery is crafted to tell emotional stories that resonate with community members, educators, and businesses alike, showcasing the collective efforts to enrich the lives of children and build a strong community.

In the eyes of our community, our images reflect the unity and dedication of individuals coming together for a common purpose, like a classroom brimming with eager learners and the community in action. For our business partners, we aim to portray the potential of our platform as a beacon for growth and connection, highlighting how their contributions not only aid in communal prosperity but also serve as an impactful marketing channel.

We strive for a visual narrative that is both aspirational and grounded in reality, merging the leading edge of technology with the warmth of human touch. Our photographs are meant to be gateways to the future, like a child gazing out into a world of endless possibilities framed by the symbolic beehive, representing unity, collaboration, and progress.

We invite viewers to not just see but feel the heartbeat of Trillage through our imagery - dynamic, engaging, and infused with the spirit of our shared journey. Every picture tells a story of hope, drive, and the beauty of working together towards something greater, capturing the transformative power of what we do at Trillage.

Photography

